

ABSTRACT OF THE DISCLOSURE

An image display apparatus has: a display element for displaying an image; a light source section for supplying an illumination light to the display element; a reflection type hologram for diffracting and reflecting the illumination light so as to guide the illumination light to the display element; and an eyepiece optical system for guiding an image light from the display element to an eye of a viewer so as to provide an enlarged virtual image of the image. The reflection type hologram has diffusing properties. Since the reflection type hologram diffuses the illumination light, an incident angle of the illumination light with respect to the display element is widened to a certain extent. Since the display element does not change a propagating direction of a light ray, a propagating direction of the image light is widened similarly to widening of the incident angle, thereby enlarging the observation pupil.